



Australian Government

Assessment Requirements for CUAPPM515 Develop, implement and monitor program schedules

Release: 1

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Modification History

Release	Comments
Release 1	This version first released with CUA Creative Arts and Culture Training Package version 5.0.

Performance Evidence

The candidate must demonstrate the ability to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including evidence of the ability to:

- develop, implement and monitor at least two program schedules according to different organisational policies and objectives.

In the course of the above, the candidate must:

- analyse market research data and current program schedules, and assess implications for program schedule development
- compile written and verbal reports with emphasis on audience and program analysis and conclusions drawn
- consult with key production and management staff and:
 - deliver clear briefings and presentations on scheduling issues
 - elicit views on direction and nature of required programs
 - collaborate on schedule outcomes
- draw on research and consultation and develop program schedules
- implement agreed program schedules and monitor schedule performance.

Knowledge Evidence

The candidate must be able to demonstrate knowledge to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including knowledge of:

- roles of different people involved in developing program schedules and how they interrelate
- common organisational policies and objectives for developing, implementing and monitoring program schedules that address:
 - desired audience shares
 - audience appeal, interest, variety, and flow standards
 - demographic targets
 - program impact and response

- workplace reports
- methodology used to identify, analyse and document audience markets and their characteristics
- methodology and technology used to analyse and plan program schedules
- the impact of ratings on the development of program schedules
- the impact of technological developments in relation to distribution of program content
- different ways of structuring and documenting program schedules
- ways program classifications and content standards are reflected in program scheduling.

Assessment Conditions

Skills in this unit must be demonstrated in a workplace or simulated environment where the conditions are typical of those in a working environment in this industry.

This includes access to:

- program inventories, ratings and market research
- audience profiles as targets for program schedules
- organisational policies and objectives
- scheduling software
- interactions with others required to demonstrate the performance evidence.

Assessors of this unit must satisfy the requirements for assessors in applicable vocational educational and training legislation, frameworks and/or standards.

Links

Companion Volume Implementation Guide is found on VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=1db201d9-4006-4430-839f-382ef6b803d5>